GOVERNMENT OF INDIA
COMMUNICATIONS AND INFORMATION TECHNOLOGY
LOK SABHA

UNSTARRED QUESTION NO:1611
ANSWERED ON:09.12.2015
Kisan Vikas Patra
Chaudhary Shri P.P.

Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:

(a) the number of "Kisan Vikas Patra" holders in the country as on date in rural and urban areas, State-wise;

(b) whether any awareness programme has been launched by the Government for promotion of "Kisan Vikas Patra" particularly in rural areas; and

(c) if so, the details thereof?

Answer

THE MINISTER OF COMMUNICATIONS AND INFORMATION TECHNOLOGY
(SHRI RAVI SHANKAR PRASAD)

(a) Department of Posts maintains Postal Circle wise information of Kisan Vikas Patras (KVPs) sold in the country. Details of KVPs sold from 18.11.2014 i.e. re-launch of KVPs till 15.11.2015 (Postal Circle wise) may be seen at Annexure-I.

(b) Yes Madam.

(c) The following steps have been taken at all levels:

â€¢ Wide publicity through print and electronic media, newspapers, radio jingles and TV advertisement by National Savings Institute (NSI) and by the Department of Posts.
â€¢ Organizing Seminars/Melas/Road Shows.
â€¢ Targeting the un-banked people who are excluded from financial inclusion.
â€¢ Fixing targets for each Post Office right from the level of Sub Post Office to Head Post office for Sale of KVPs.